

## **INTERLIFT 2015, BEST EDITION EVER**

**The Augsburg fair is and remains the most important in the world, with 540 exhibitors on 42,500 m<sup>2</sup> space and 20,440 visitors – a good 1,500 more than two years ago – and more than ever before.**

Following the survey done as each year among visitors and exhibitors, the mood is optimistic for the lift industry: 71 % of visitors expected the present good situation to continue to improve, 23 % think the economic development will remain as it is, with only 6 % fearing a light decline in business for 2016 and beyond.

ELCA was present at INTERLIFT and made many contacts with component specialists from all over Europe. Three ELCA speakers at the FORUM, the permanent conference, had a great success: Thomas Birnbaum (GMV - Oildinamic) made a presentation on the work produced by the Hydraulic Work Group of ELCA in assessing the life cycle impact of both hydraulic and traction lifts.

Alfredo Gomez, Technological Innovation Consultant (ITA INNOVA Laboratory – Technological Institute of Aragon - Saragossa), presented the first results of the comparative study being produced by ITA for Life Cycle Analyses of both traction and hydraulic lifts, in relatively low rise low use buildings.

Kjell Johansson (Hydroware), presented the LCAs in EPD (Environmental Product Declaration) of some of his lifts installed in Germany.

Contacts made by visitors and exhibitors at the trade fair will lead to orders; that is what 64% of people questioned during the fair believe. It is a good marker for Europe and the world, since 60% of visitors came from outside Germany; 100 nations were present in Augsburg.

Another improved benchmark will certainly also have contributed to the good moods of the exhibitors: 27 % of visitors (2013:12 %) said they had done business at Interlift. For 45 % (2013: 36 %) the visit served to prepare a decision on investments, for a further 64 % the contacts made at the trade fair could well lead to orders after Interlift.

This is remarkable, since most of the comments and answers come from SMEs, component manufacturers or installers, who are earlier business markers than the 5 major world lift companies that don't exhibit at Interlift. The optimistic mood is very present for the Americas, Europe and Asia.

Declared Achim Hütter, president of VFA-Interlift, the technical sponsors of Interlift : “the interlift 2015 was a brilliant success on all fronts. My conclusion, which I share with the many people I spoke to over these four days, is absolutely positive. I had the impression that the proportion of visitors from Asia had further increased.”

Work starts now for Interlift 2017 that will take place from 17th to 20th October.

For more information, also consult [www.interlift.de](http://www.interlift.de)



Thomas Birnbaum (GMV – Oildinamic), member of the ELCA Board, presents the work of the association in 2015 at the Interlift Forum.



Alfredo Gomez, from the ITA Laboratory in Saragossa, at the Interlift FORUM, during his presentation of comparative life cycle analyses of hydraulic and traction lifts



From left to right, ELCA members Nikos Spyropoulos (Kleemann) and Rudi Ramseier (Cobianchi), with Mrs Svetlana Spiryayeva (Lift Audit – Moscow), a Russian notified body, discussing technical regulations at the ELCA Interlift booth.



The Hydroware stand at Interlift. All ELA members were quite satisfied of the contacts taken during the trade fair.



“The Cube”, an innovation at Interlift, hosted the vast booth of Wittur, the “local” giant in Augsburg, that always makes outstanding quality presentations at Interlift.